Notification survey
findings

WMF Design Research | Jonathan Morgan | May 2016

Goals

1. Understand how people use Notifications now
   - priorities
   - use cases
   - valuable features
   - pain points

2. Find out how we can improve Notifications
   - New features
   - Technical improvements
   - UI changes
   - Customization

Methods

Survey

- Enwiki (n=136)
- Frwiki (n=36)

Results

Summary statistics & demographics

Results
Standard notifications

Results
Flow notifications

Responses

"Is there anything you particularly dislike or find frustrating?"

What people said

- Notification pane is too slow to load
- Cross-wiki notifications can be redundant, inconsistent, or irrelevant
- Process for marking as read/unread and dismissing can be difficult, confusing
- High volume of irrelevant notifications, lack of good options for muting/filtering them
  - esp. page link notifications, Flow talkpage notifications, and notifications triggered by bot edits
- Organization of notifications
  - Split between messages and alerts seems arbitrary
  - Unsure which links in a notification go where; some important links (esp. diff) not consistently available
- Revert notifications can be demotivating

Responses

"Is there anything you particularly like or find rewarding?"

What people said

- Thanks notifications are almost universally motivating
- Notifications in general provide good visibility, and a sense of immediacy, connectedness
- Cross-wiki notifications are very useful
- Many people singled out page link, mention, and revert(!) notifications as particularly useful
- People generally like the way the Notification feature is designed, the way it performs, and the way notifications are organized

Responses
New features and functionality

What people said

- More granular controls for muting/bundling certain notification types
- More watchlist-like functionality (i.e. metadata/snippets displayed about reverts and mentions, diff links available)
- Watchlist integration
- Better search/filtering
- Notifications about project-wide announcements (CentralNotice?)
- Geonotices for location-relevant events
- Support for 'following' specific talkpage conversations (for non-Flow talkpages)
- Ability to 'subscribe' to notifications related to a particular project (i.e. wikiprojects)
- Critical, personally relevant notifications (i.e. a page I created has been marked for deletion)

Questions?